

## Module 1: Attention-Grabbing Headlines

Gain an initial understanding of two headline formulas, and get an initial feel for “power words.”

### Assignments

- Analyze 3 headlines
- Write a dozen headlines for one post
- Write a dozen headlines for another post

## Module 2: Your Ideal Reader, Blog Purpose, and Blog Post Ideas

Be able to “visualize” your ideal reader, understand how you can help him, and have 30+ post ideas ready.

### Assignments

- Describe your ideal reader
- Write down your blog purpose
- Complete the 30-ideas-in-30-mins challenge

## Module 3: How to Get Rid of a Corporate Voice

Understand how to improve readability and make your content more engaging.

### Assignments

- Measure your readability stats
- Editing 1: Passive voice & sentence length
- Editing 2: Ultra-short sentences
- Editing 3: Questions

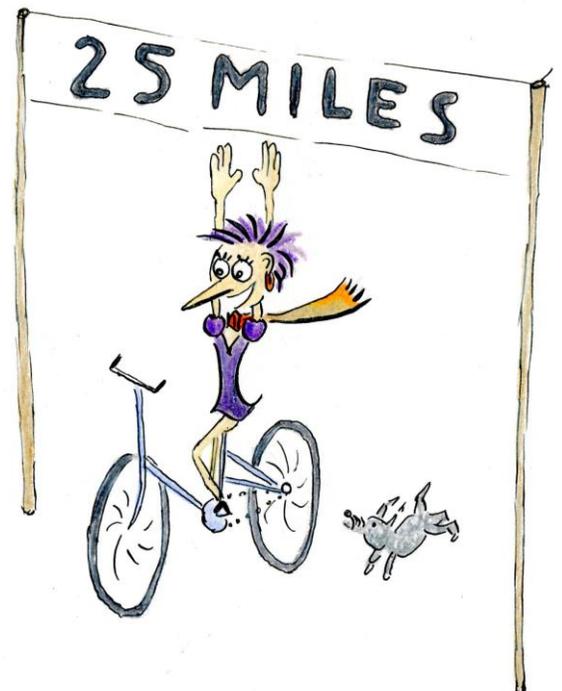
## Module 4: Touch Your Readers With Your Words

Understand how to choose words to make your voice sparkle and how to cut flabby phrases.

### Assignments

- Warm up exercise sensory words
- Editing 4: Sensory words
- Editing 5: Cut flabby phrases
- Optional: Reinforce your learning by going through the 5 editing steps once more*

***Yay! You finished the first part of the course!***



## Module 5: Make Your Headlines More Seductive

Learn the 4-step formula and understand how to swipe any headline template.

### Assignments

- Play with different templates and write a dozen headlines
- Apply advanced seduction techniques and write a dozen headlines
- Optional: Find a headline outside your niche and re-write for a post*

## Module 6: How to Write a Seductive Opening

Understand how to pull a reader into your post.

### Assignments

- Analyze an opening paragraph (of any blog)
- Write and edit your own opening paragraph
- Optional: Reinforce your learning by writing and editing another opening paragraph*

## Module 7: How to Create a Hypnotic Flow

Understand how to check your own content flow by outlining or reverse-outlining. Learn how to compose subheads to keep readers glued to your content.

### Assignments

- Reverse-outline a blog post
- Analyze the subheads of a blog post
- Outline a new blog post

## Module 8: Inspire With Your Final Paragraph

Understand how to overcome objections and inspire your reader to follow your advice.

### Assignments

- Analyze a final paragraph
- Write and edit a final paragraph
- Optional: Reinforce your learning by writing and editing another final paragraph*



*Yay! You finished the hardest part of the course!*

## Module 9: How to Use the Persuasive Power of Metaphors

Learn how to spark creativity and come up with metaphors to make your posts more personal.

### Assignments

- Warm up exercises metaphors
- Brainstorm your own metaphor and write a paragraph with your own metaphor
- Write an outline for a metaphoric post

## Module 10: Copywriting techniques for bloggers

Understand how to boost your content's credibility with specific details, and keep readers engaged by reminding them of the "why".

### Assignments

- Warm up exercise about specific details
- Add specific details to your blog post
- Review the "why" in one of your blog posts
- Optional bonus: Write copy to tempt readers to join your email list*

## Module 11: Apply the Riveting Power of Mini-Stories

Learn the "squeaky bum" technique for adding drama, and to keep your readers spellbound.

### Assignments

- Write and edit a mini-story about anything
- Write and edit a mini-story for a blog post

Congrats on becoming an enchanting blogger!

Ready for your bonus blog review?

